

Rebecca Merryfull

Keynote Speaker & Coach

I am a highly-rated keynote speaker, with over 20 years experience in marketing strategy and coaching. Blending operational strategy with leadership coaching, I specialise in building high-converting customer journeys, dynamic workflows, and distinct organisational storytelling. My speaker sessions turn complex digital strategies into clear, actionable frameworks.

SIGNATURE TOPICS

- ✓ Leading Creative Teams in the AI Era
- ✓ Customer Journeys that Drive Lifetime Value
- ✓ Comms Under Pressure
- ✓ Turning Stories into Strategy

KEYNOTES THAT FEEL LIKE MASTERCLASSES, NOT LECTURES

- Speaking without notes to keep the energy focused on the room.
- Translating complex operational concepts into practical business tools.
- Ensuring delegates leave with actionable Monday-morning steps.



rebecca@rebeccamerryfull.com.au

LEADING CREATIVE TEAMS IN THE AI ERA

LEADERSHIP AND TEAMS

High-impact leadership is no longer about just managing output; it is about adaptive human management.

Senior team leaders require strategic guideance

Junior staff need to focus on critical thinking

Build a high-performing team where people remain your most valuable asset.

AUDIENCE OUTCOMES

- Manage junior team members building their skills
- Motivate senior staff so they remain engaged and build their own leadership capabilities
- Cultivate critical thinking
- Walk away with a clear framework on how to identify different behaviours and modify your own leadership to support all staff

SESSION DETAILS

Duration: 45 - 60 mins
Format: Keynote or Workshop

Best for:

- Leadership summitse
- Executive retreats
- Agency directors
- Cross-functional industry conferences

AUDIENCE TAKEAWAY

Extraordinary Leadership Playbook, with motivation approaches, personality types and leadership frameworks to apply right away.

rebecca@rebeccamerryfull.com.au